



ASICS VISION 2030

2030年に向けてのビジョン

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A Sound Mind in A Sound Body Anima Sana In Corpore Sano

我々の変わらない大義は、
世の中の人々の健全な身体による健全な精神を実現して、
幸せになっもらうこと。



The history of ASICS began nearly 70 years ago, with a decision by founder Kihachiro Onitsuka to contribute to the redevelopment of Japan following World War II.

He wanted to contribute by nurturing the nation's youth, who were still struggling after the war, and entered the sports business while embracing the philosophy of "Anima Sana In Corpore Sano" in Latin, which means "developing sound mind from sound body" in English.

1950

アシックスの第一号商品

The first athletic shoe made by ASICS



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In achieving his dream, the first products developed were shoes. Onitsuka believed that overcome high hurdles from the start would mean that hurdles thereafter would also be conquered, one by one. He decided to challenge himself by developing a basketball shoe, the most difficult type of shoe to design at the time. In a process that remains unchanged today, ASICS has continued to create products by first observing the player's body and movement.



1976

Lasse Viren選手がアシックスのシューズで
ゴールドメダルを2個獲得

Lasse Viren won two gold medals wearing
ASICS's shoes

Approximately 25 years after the company's founding, Finnish runner Lasse Viren won gold in the 5,000 meter and 10,000 meter events at the Montreal Olympics wearing ASICS's RUNSPARK model in a so-called double-double, after also taking golds in both events at the 1972 Munich Olympics. Viren was the first runner to win the 5,000 meter event at successive Olympics. At the Games, Viren asked Onitsuka to make a slight adjustment to the sole thickness, which he felt would be helpful. After winning the race he took off his shoes and waved them around in a gesture of thanks.

As shown in this example, ASICS has continued to provide long-standing support for athletes around the world.

1980

グローバルモデル第一号 X-Caliberの発表

X-CALIBER, the first global running shoes are released



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ASICS released the X-Caliber, its first global shoe model, several years later in 1980.

The model was developed based on research of the market and demand in America, which was driving the jogging craze at the time, and was followed by a series of running shoes in the 1990s, which featured the GEL-KAYANO, GT-2000, GEL-NIMBUS, and GEL-CUMULUS.



2019

南アフリカが

ラグビーW杯で優勝

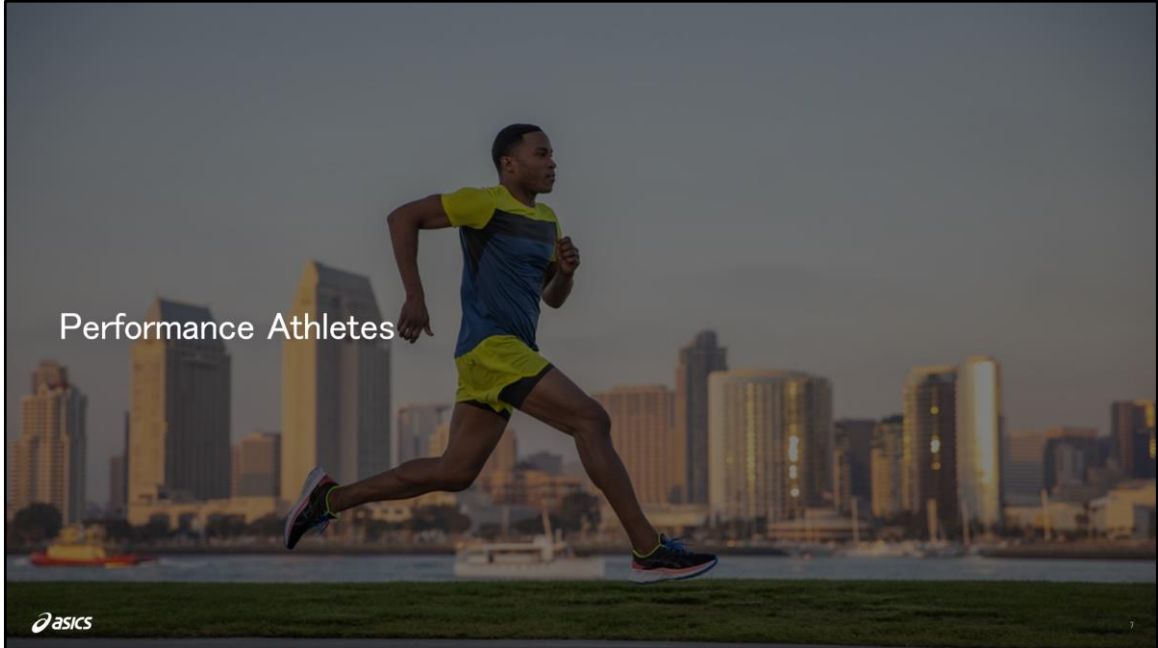
Springboks won the Rugby World Cup

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ASICS has continued to support athletes, not only with shoes, but also with a wide range of other products and services.

ASICS was a sponsor of the rugby world championship last year. The championship series bolstered courage and hope all around Japan, especially in areas hit by floods.

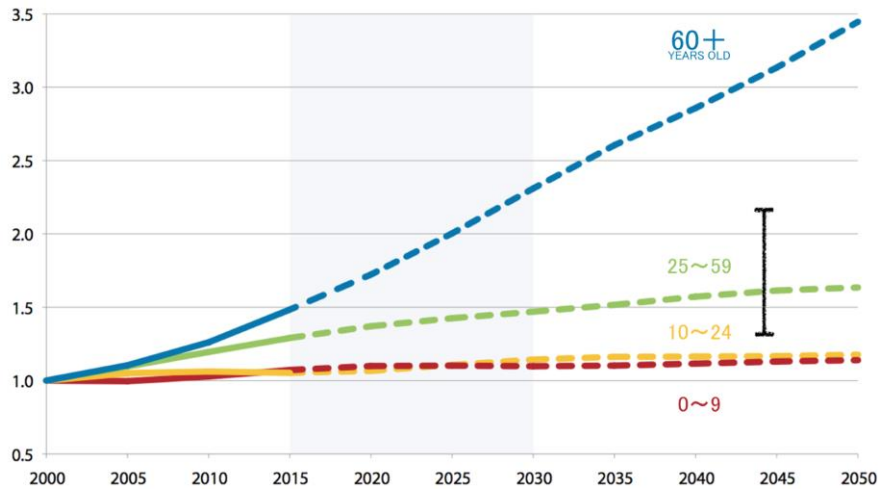
The winning South African team kits were made based on technology developed by ASICS.



For nearly 70 years, ASICS has extended unwavering support to athletes, especially performance athletes.

2000年と比較した世界人口の増加

Increase in world population relative to 2000, by age group



This figure shows projected global population growth from 2000 through 2050 by age group.

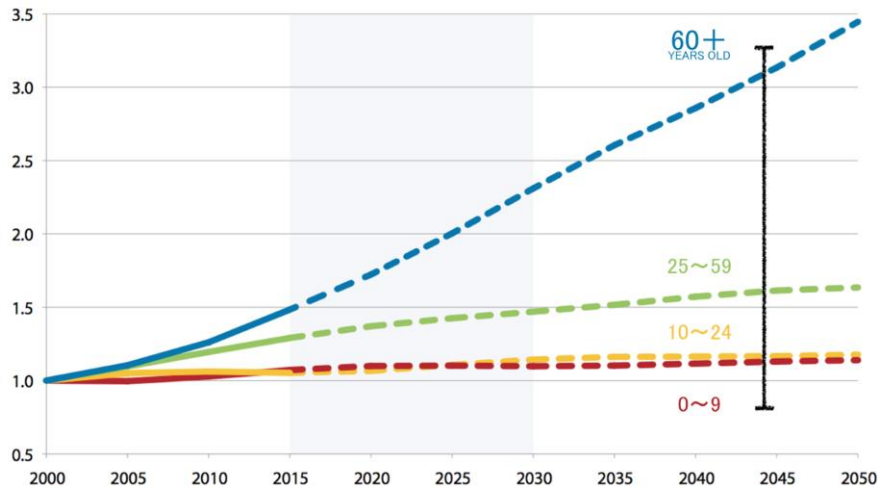
The ratio of elderly in Japan is projected to increase from 33% to 42% by 2050. The graph also shows that all around the world, the share of population age 60 and above will expand at a very fast pace.

Many athletes around the world have been able to focus on performance and always aim higher with the support of ASICS.

However, athletes are typically the younger and core generations, and those under age 10 or over 60 are not necessarily focusing on improving competitiveness, as athletes do.

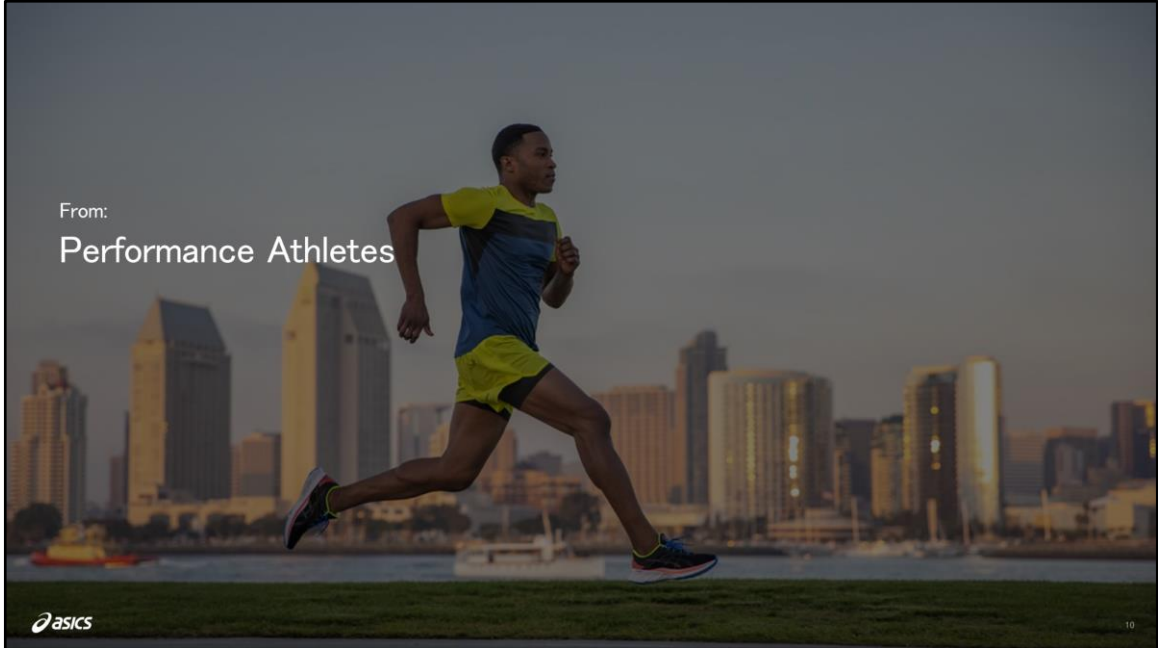
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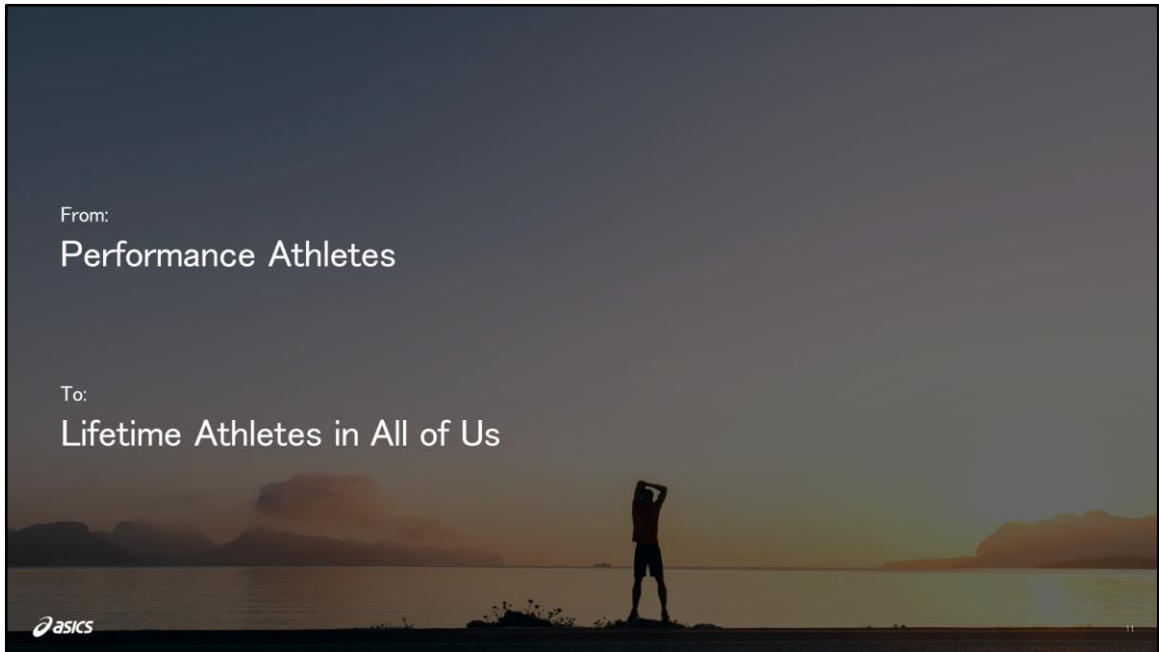


Average lifespans will grow around the world and people will want to live long, healthful lives going forward.

On top of obviously supporting improved competitiveness, will it not be important to maintain not only physical health, but also to manage and improve mental health, regardless of age, gender, race, or physical ability?



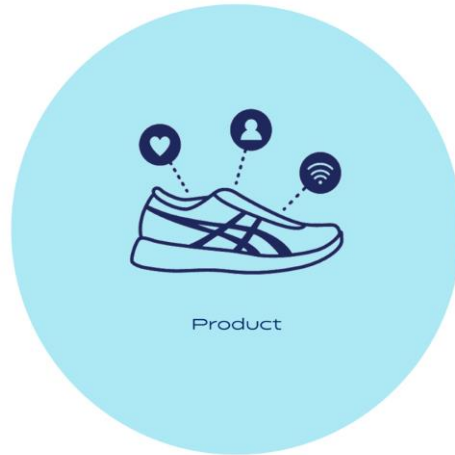
ASICS has grown centered primarily on business for performance athletes, but will expand across a wide range of businesses going forward.



From supporting 「Performance Athletes」 , to 「Lifetime Athletes in All of Us」
Creating a world in which we can all live healthfully both mentally and
physically, maintaining involvement with exercise and sports over our entire
lifetime.

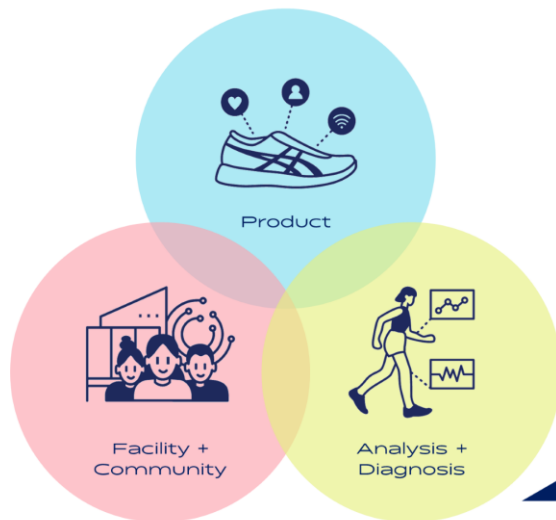
ASICS will continue to offer a wide range of products, services, and an
environment that will help to improve both mental and physical health, while
continuing to support performance athletes.

ASICS: Before
今まで



As described, ASICS has developed a product-centric business to support performance athletes.
But this will probably not be sufficient, given the aging society trend around the world.

ASICS: Next
これから



Over the next 10 years, ASICS plans to grow its business in three business domains: in addition to Product, Facility and Community, and Analysis and Diagnosis.

In the Facility and Community domain, ASICS will focus on hard services, such as sports facilities, while the Analysis and Diagnosis domain will focus on the soft, like programs based on the use of data.



1. Product

お客様の嗜好、価値観の多様化に基づきパーソナライズされた
プロダクトを提案し、心と身体の健康を実現

Based on diversification of customers' tastes and values,
highly personalized products are offered to our customers and
help them achieve mental and physical health

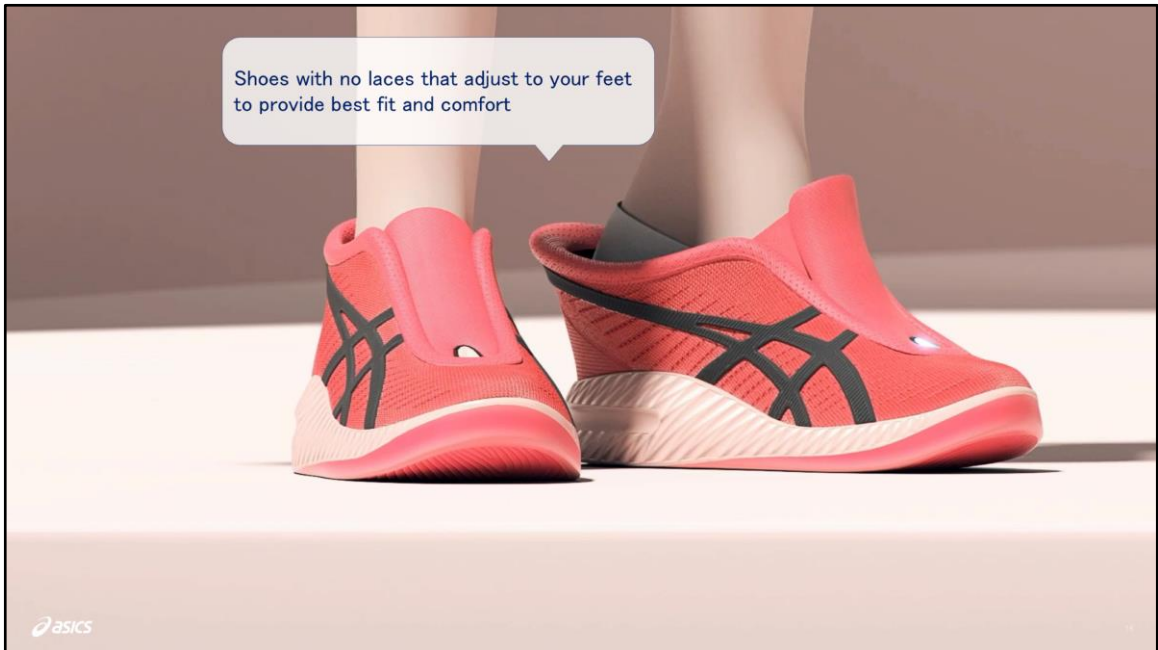


First, let's talk about the Product domain.

ASICS offers products that are personalized based on customers' varied tastes and values, to improve both mental and physical health.



These scenarios are examples of such.



These are shoes that automatically fit the wearer's foot from the moment they are put on.

Shoes with shoelaces are most common these days, but ASICS is beginning to design models without laces.

However, at this stage, the design and marketing elements are greatest, and they are not yet shoes that truly fit individual wearers' feet or are really personalized.

Based on collected data, ASICS will focus on developing shoes that fit individual customers' feet perfectly and allow wearers to enjoy sports for a long time with confidence.



Moreover, ASICS will continue to develop products focused on elevating performance.

For example, spikes with automatically adjusting surface grip.

This would be appropriate for various types of sports, including track and field, soccer, rugby, and baseball.

In the beginning, ASICS founder Kihachiro Onitsuka developed a basketball shoe with strong grip features after observing the suction cups on an octopus's tentacles. Since then, ASICS has carried on this spirit of creativity to develop new technologies and ideas.



Product shopping styles will change significantly in the future. E-commerce has taken off with the COVID-19 pandemic, and it will not be long before e-commerce becomes mainstream. ASICS has been pouring more effort than ever into allowing customers to purchase products more simply and faster and developing systems to support this, in collaboration with outside partners.



These days, it is common for products purchased using e-commerce to be delivered to the front door.

But in the future, can even that time be saved?

Customers may be able to use 3D printers to make shoes in their own homes using environmentally friendly materials with methods that do not harm the environment.

ASICS believes it should be working toward such a sustainable future.



2. Facility & Community

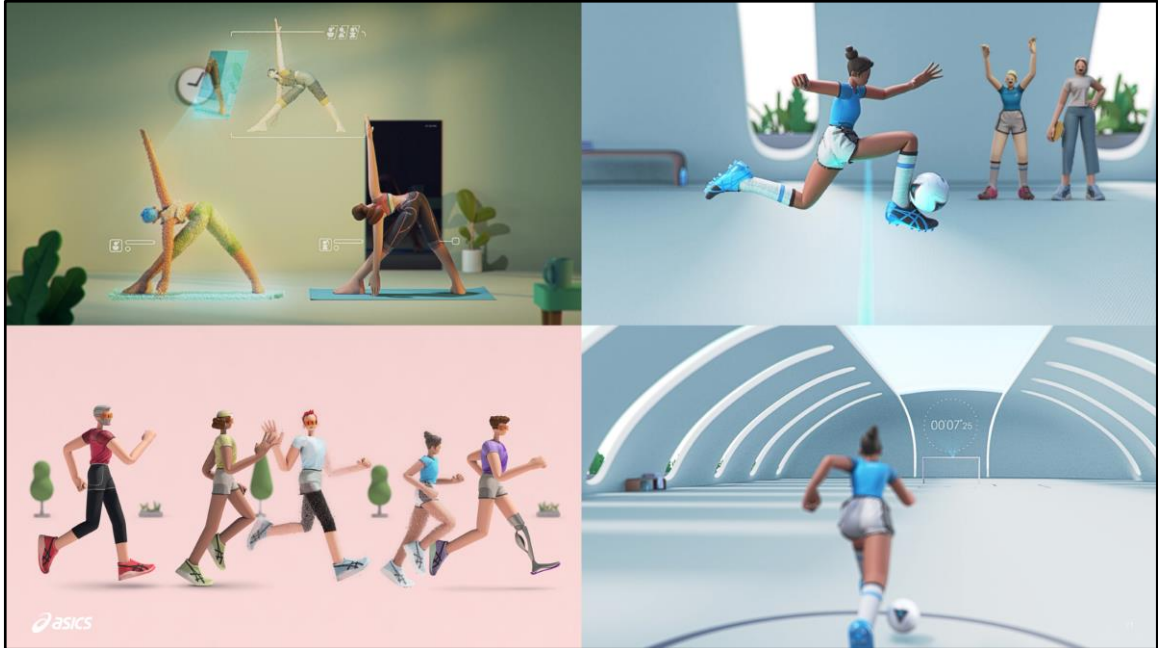
スポーツを始める・継続するきっかけ、
いつでもどこでもスポーツを行える場所を提供

We will provide facilities, systems, and opportunities
to start and continue sports anywhere and anytime

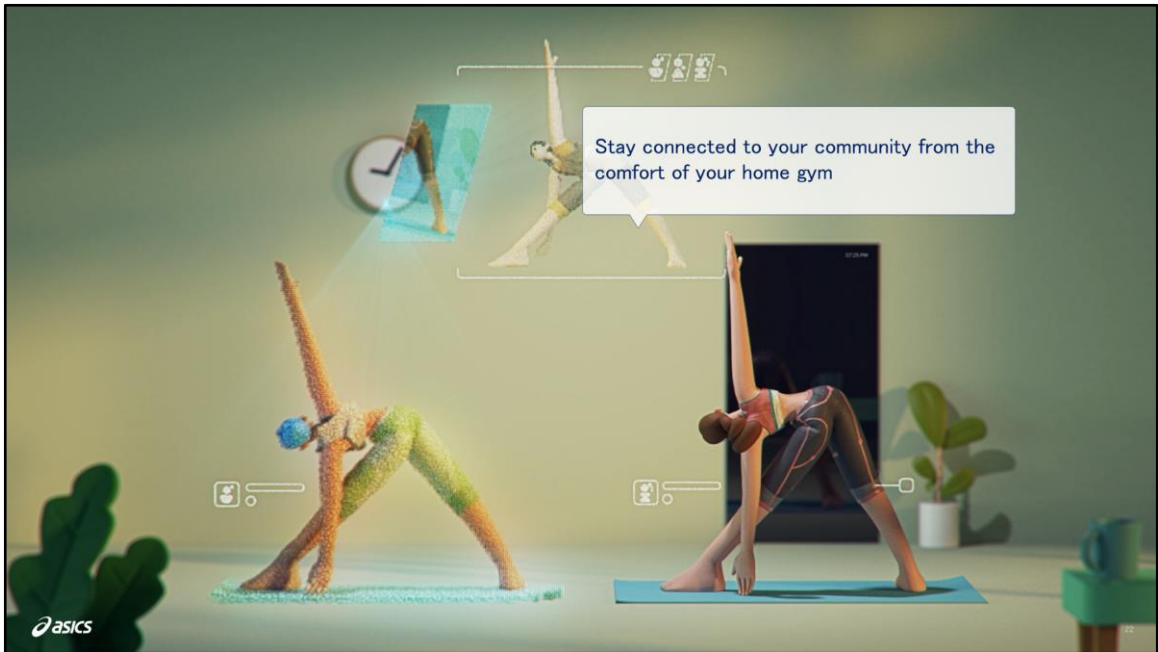


Next is the Facility and Community domain.

ASICS will provide opportunities to start and continue with sports, and sites at which to participate in sports at any time and in any place in order to promote healthy lifestyles for even more people.



These are sites where people can connect with other people at any time and in any place, whether in reality or virtually.



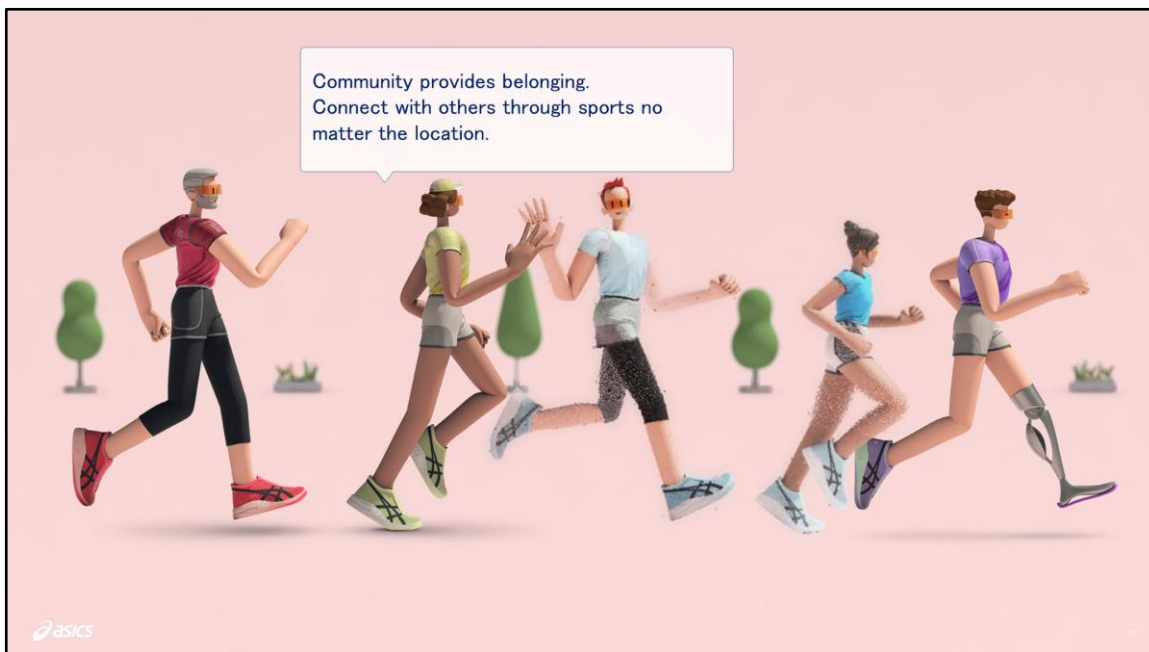
The COVID-19 pandemic has resulted in more people exercising and working out at home. ASICS expects these trends to continue. ASICS has been developing services that allow users to easily participate in sports and that measure improvement in mind and body performance as users stay connected to coaches or friends anywhere.



ASICS has expanded its business domain in the performance sport area to offer sites like ASICS Sports Complex TOKYO BAY, a low-oxygen training facility to support building athletes' competitiveness.



Utilizing the expertise and technology honed at ASICS Institute of Sport Science, sites such as the complex offer unprecedented new training programs and experiences to suit individual users.



One tool that offers new programs is digital, but digital technology is not only a means to measure improved efficiency.

People are living beings that feel more fulfilment when connected to others. For example, runners in different locations can connect through virtual runs or virtual relays, as if they are enjoying sports together in the same location. This becomes a new experience and a new form of enjoyment.

ASICS uses digital technology as a tool to build communities and fulfill lives.



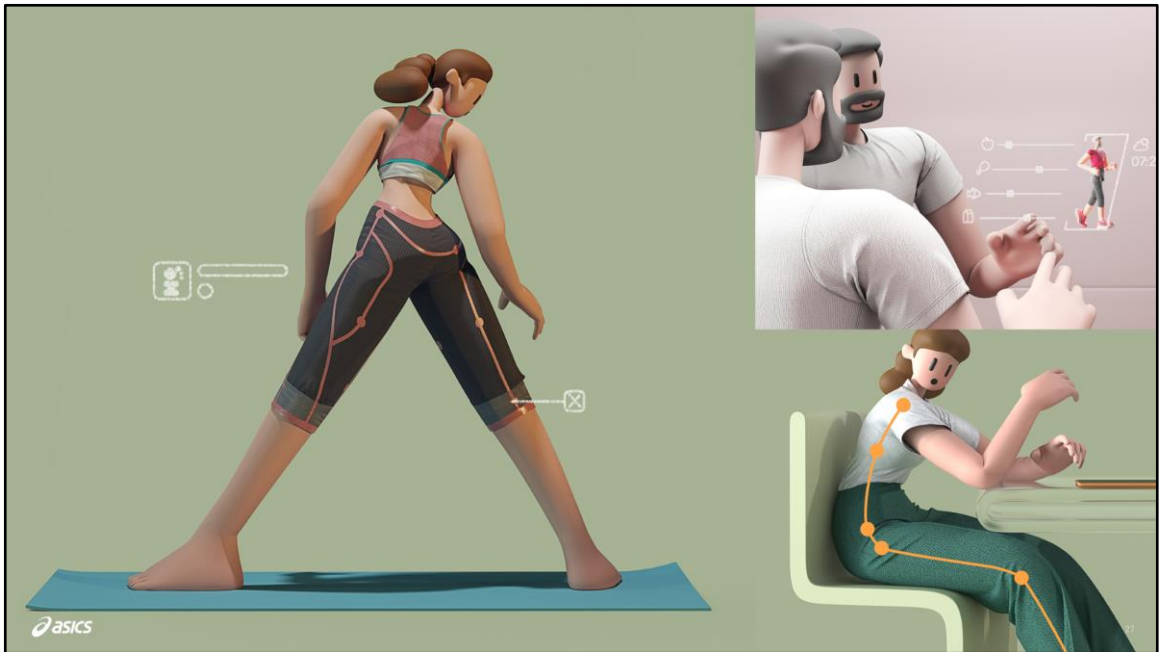
3. Analysis & Diagnosis

お客様のプライバシーを守ったデータに基づいた
分析診断を行い、パーソナライズされた運動プログラムを提供
Based on data with privacy protected, we will carry out analytical diagnosis
by providing exercise programs that suit each customer

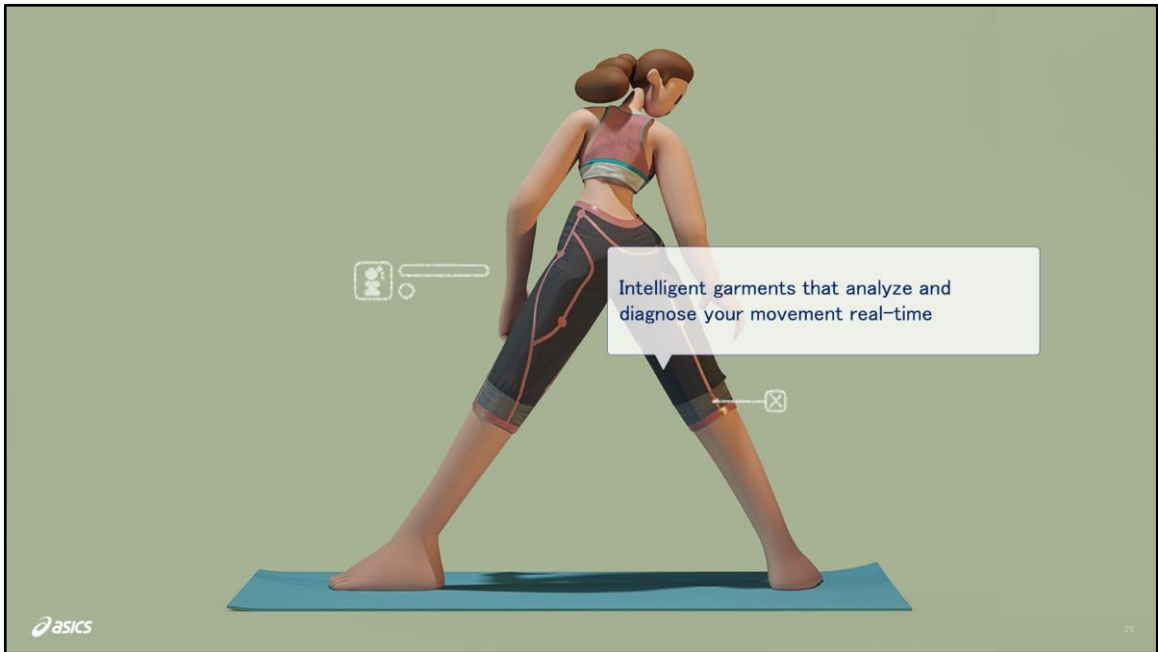


And last is Analysis and Diagnosis.

ASICS offers exercise programs to fit individual users that can analyze and diagnose based on individual data and in order to improve mental and physical health.

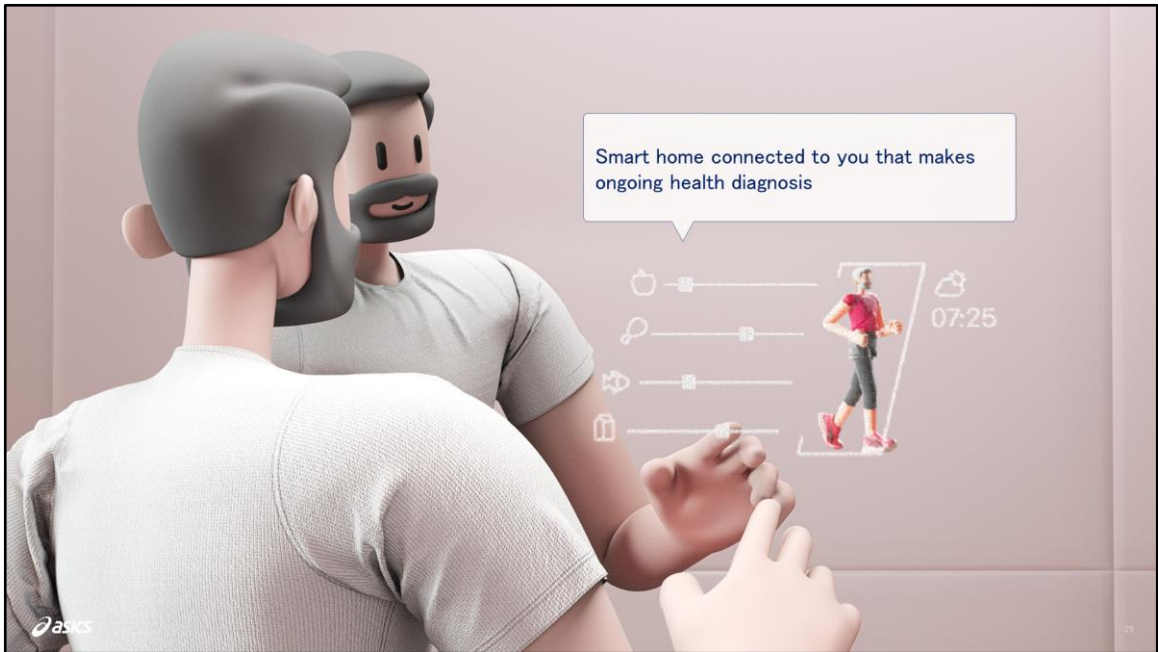


By collecting and analyzing individual users' data, what can be possible?



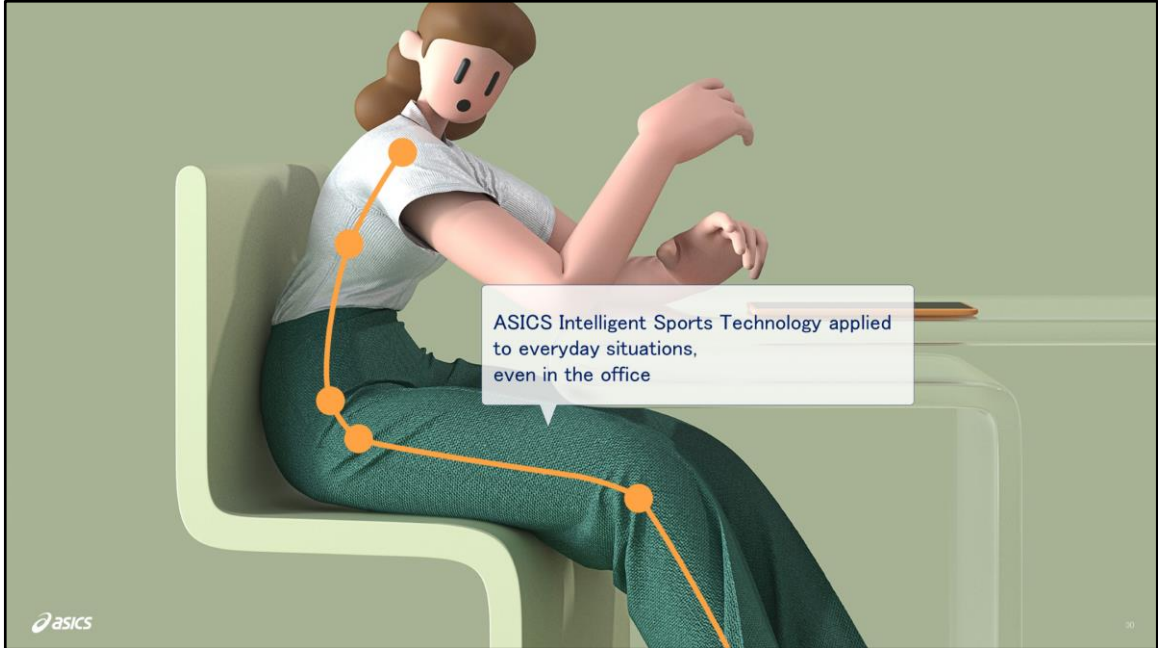
For example, a sensor attached to a product senses the user's movements and offers advice.

This is not a tool but rather a coaching product.



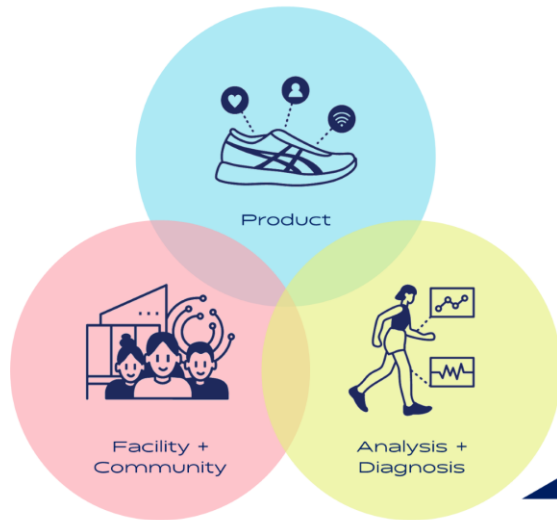
Also, this is anticipated to be not only a tool for people's health, but also a tool for sensing and managing even within the living environment, inside the home.

ASICS will manage and improve the health of each of its customers based on the data collected there.

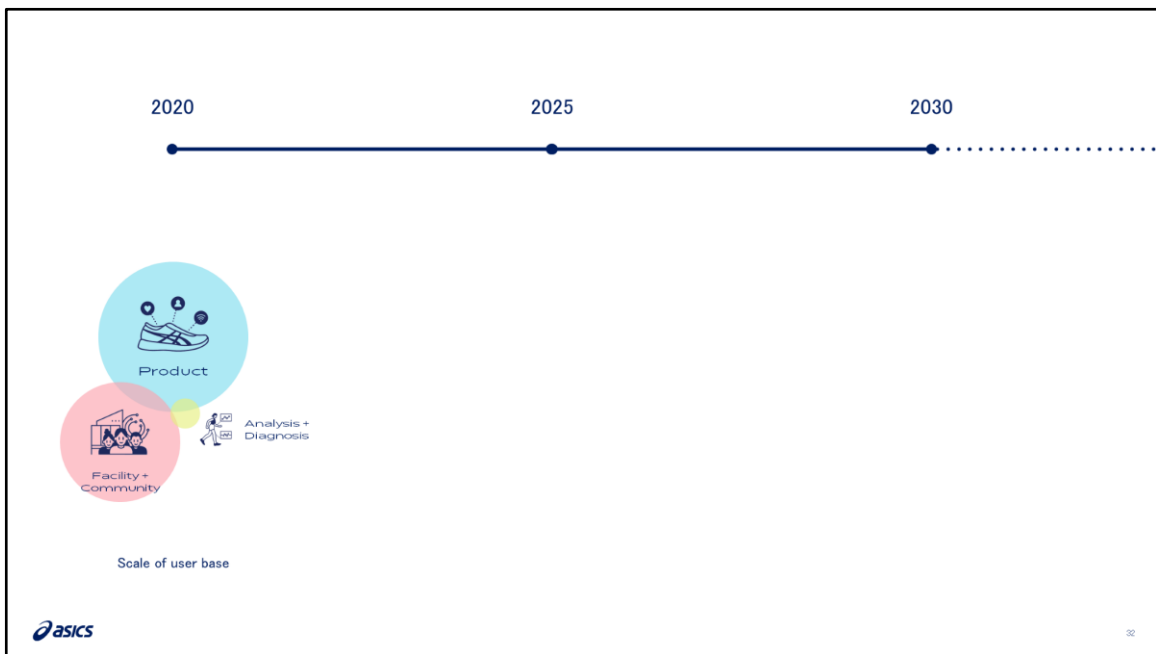


Moreover, ASICS's knowledge, technology, and expertise can be utilized not only during sports, but in a variety of different settings. ASICS can offer products and services that sense when users tire, for instance during long hours of daily work, and offer improvement. ASICS has made its intellectual technology developed through sports useful for users' mental and physical health in a variety of places.

ASICS: Next
これから

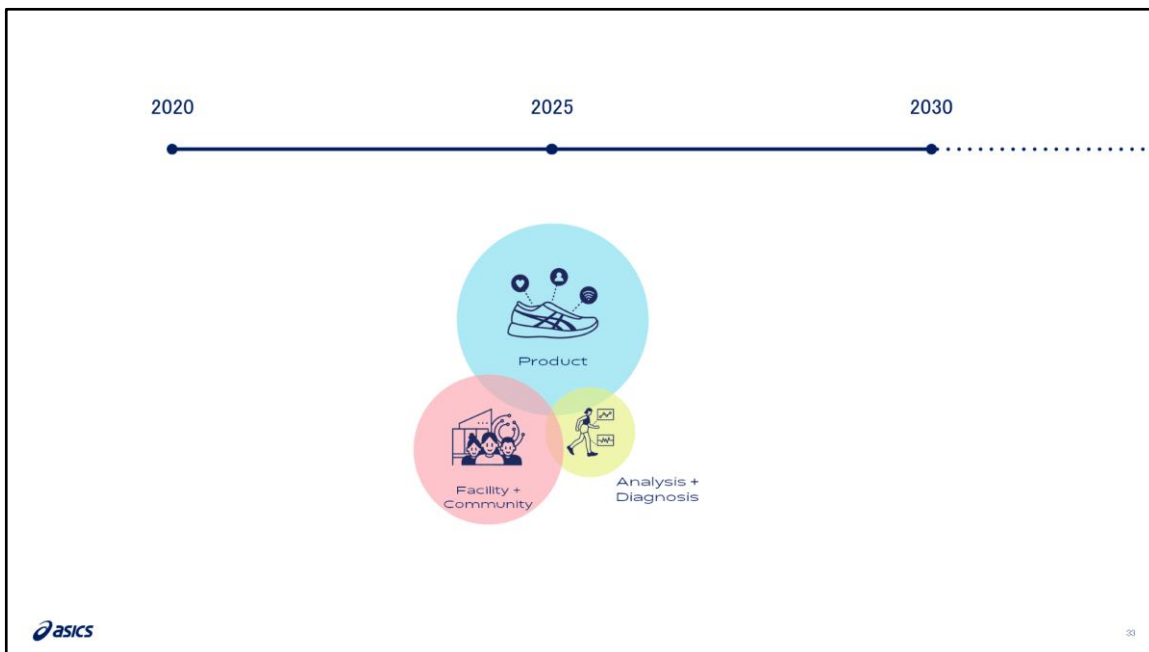


In this way, ASICS is helping to promote mental and physical health through its three business domains, Product, Facility and Community, and Analysis and Diagnosis.

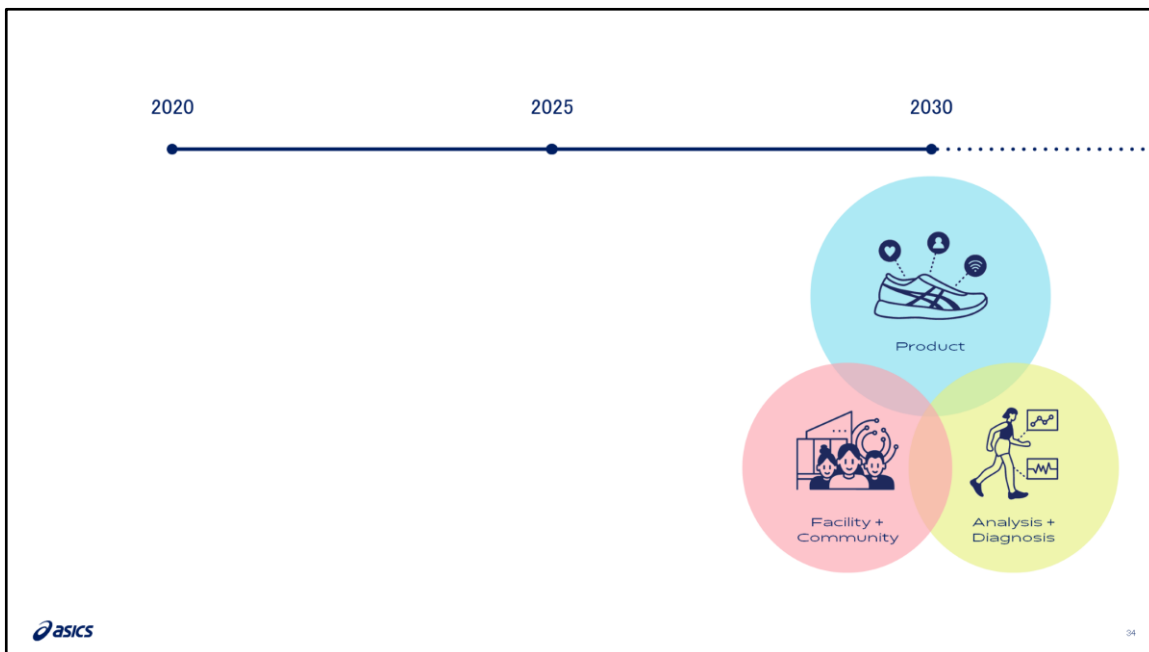


ASICS envisions expanding these three business domains in the future in this way.

The Product domain has already been created as of 2020.



ASICS plans to expand both its Facility and Community and Analysis and Diagnosis domains through 2025 and 2030 while developing and growing the Product domain as its core domain.



ASICS plans to make these business domains its three major pillars and expand sales while connecting with customers.

ASICS: Next
事業ドメイン

Common themes
3つのドメインの共通テーマ



1. Digital
デジタル

2. Personal
パーソナル

3. Sustainable
サステイナブル



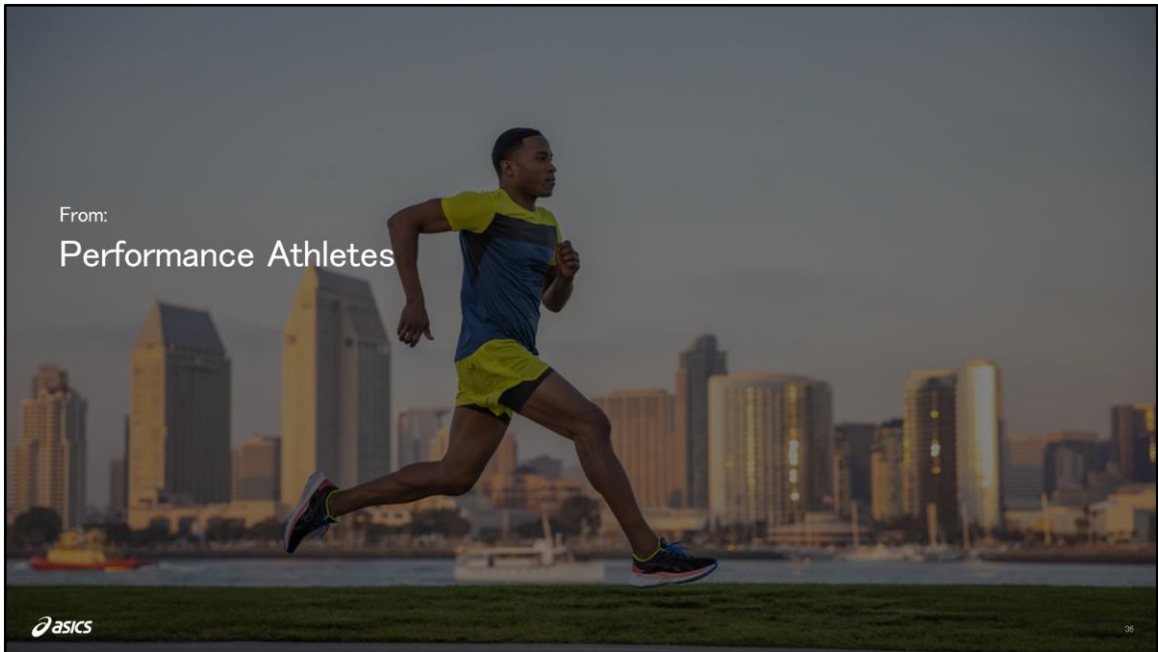
So, in that sense, all three business domains share common themes.

These are, first, *digital* as a tool.

Next, is *personal* development of products and services to fit individuals.

Finally, is a theme common around the globe, *sustainable* efforts to resolve critical social environmental issues so that people can continue to live in good health through sports.

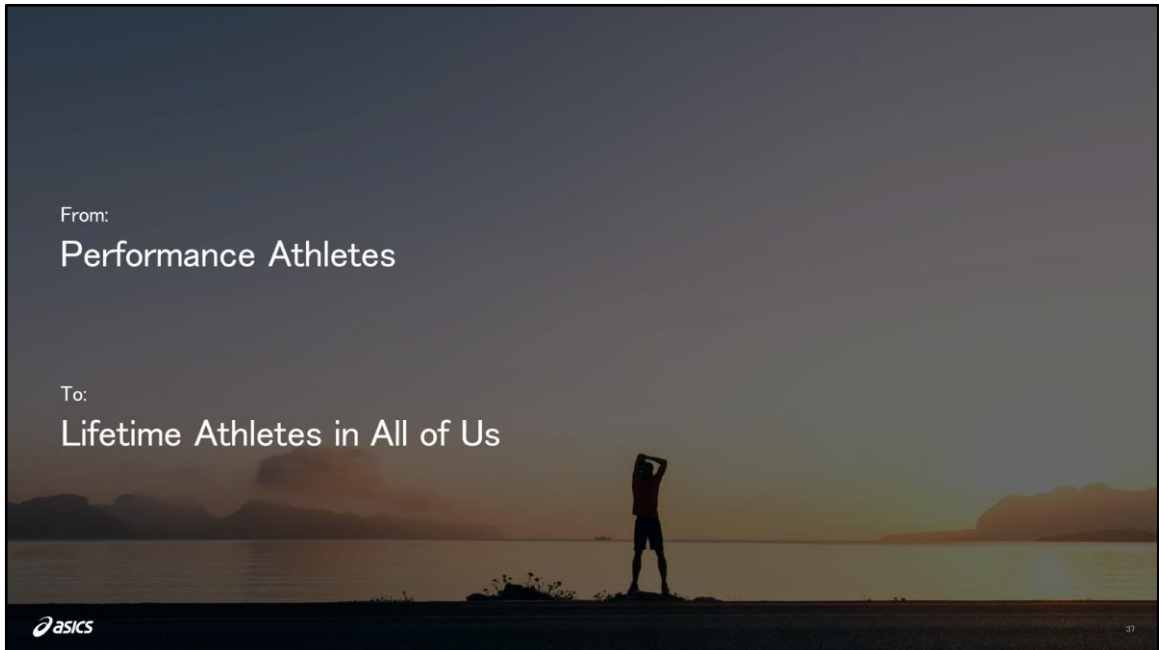
ASICS is taking concrete steps so that the individual business domains overlap with each other through these three themes.



From:
Performance Athletes

ASICS has developed primarily around its businesses for performance athletes.

But going forward, ASICS will grow across wider fields.

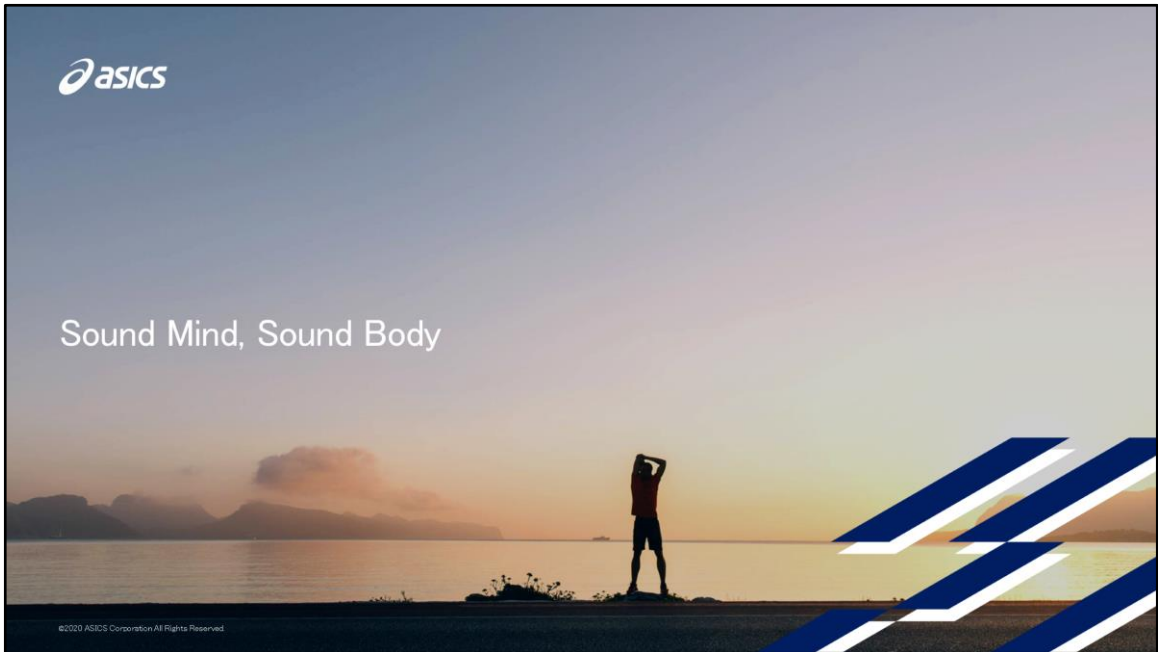


ASICS will focus on expanding its business domains while emphasizing not only maintaining physical and mental health regardless of age, gender, race, or physical ability, but on managing and improving mental health.

From support for Performance Athletes, to Lifetime Athletes in All of Us.

To ensure a world in which each and every one of us can engage in exercise and sports throughout our lives and continue to live in good health both mentally and physically.

ASICS will endeavor to offer a wide range of products, services, and an environment that will help to promote better mental and physical health while continuing to support performance athletes.



Seventy years ago, Kihachiro Onitsuka founded ASICS with the goal of improving the future as well as physical and mental health for children, Japan, and the world.

ASICS's tagline is *Sound Mind, Sound Body*, and it is based on the philosophy that Kihachiro Onitsuka held dear.

The 21st century is an age of great wealth, in which expanded digitalization allows information to travel around the world in a split second. On the other hand, people around the world are struggling with the COVID-19 pandemic as well as serious racial and environmental problems.

Founder Kihachiro Onitsuka's philosophy will be needed even more than ever for society and people, and ASICS is confident it will guide the company in the right direction.

「Sound Mind, Sound Body」

ASICS will always work to enable people all over to live mentally and physically healthful lives.



ASICS VISION 2030

2030年に向けてのビジョン

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